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Amendments to the Claims:

This listing of claims will replace all prior versions and listings of claims in the application:

Listing of Claims:

1. (currently amended) A method for allowing multiple customers to each create an individual, modified motivation or recognition program having participants, each said program permitting the participants to access their program via a participant processer and to earn awards through their program on the basis of the participants' performance, each said program of a particular customer operating according to preferences selected by the particular customer, said method comprising the steps of:

allowing each customer to electronically access via a customer processor a browsable catalog of predefined programs stored in a storage device connected to a program processor;

allowing each customer to electronically select via the customer processor one of the predefined programs stored in the storage device;

allowing each customer to electronically modify via the customer processor at least one component of the selected predefined program;

allowing each customer to electronically store via the customer processor the modified program in the storage device for access by such customer;

allowing each customer to operate the modified program <u>via the program processor, and wherein the participant processor and the customer processor are remote from said program processor and remote from the storage device connected to the program processor;</u> and

providing each customer's participants with access via a participant processor to the modified program stored in the storage device.

2. (original) The method of claim 1, wherein awards are earned by each of a group of participants on the basis of the performance of the group.

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3. (original) The method of claim 1, wherein the awards are award points, and wherein the providing step comprises the step of electronically providing each customer's participants with access to a browsable catalog of award items which may be obtained by the participant.

4. (original) The method of claim 3, further comprising the step of allowing each customer's participants to electronically redeem the award points for the award items.

5. (original) The method of claim 3, further comprising the step of allowing each participant to view data indicating the amount of the award points of such participant.

6. (original) The method of claim 3, further comprising the step of allowing each participant to view data indicating transactions by such participant.

7. (original) The method of claim 1, wherein the step of allowing each customer to operate the modified program further includes the step of allowing a program processor to generate electronic progress reports for the participants in the modified program indicating program information.

8. (original) The method of claim 1, wherein the step of allowing each customer to operate the modified program further includes the step of assessing the customer a fee for the awards as the awards are earned by the participants.

9. (original) The method of claim 1, wherein prior to the step of allowing each customer to operate the modified program, including the step of allowing the customer to create or review a proposal and/or invoice relating to the modified program.

10. (original) The method of claim 1, further comprising the step of allowing each customer to create and receive via electronic mail a proposal and/or invoice relating to the modified program for offline review.

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11. (original) The method of claim 1, wherein prior to the step of allowing each customer to operate the modified program, including the step of allowing each customer to purchase the use of the modified program.

12. (original) The method of claim 1, wherein prior to the step of allowing each customer to operate the modified program, including the step of assessing a fee relating to the modified program.

13. (original) The method of claim 12, wherein prior to the step of assessing a fee relating to the modified program, including the step of allowing each customer to create or review a proposal and/or invoice associated with the modified program.

14. (original) The method of claim 12, wherein prior to the step of assessing a fee relating to the modified program, including the step of defining the communications campaign of the modified program.

15. (original) The method of claim 1, wherein the browsable catalog of predefined programs has a plurality of business challenges, and further comprising the step of allowing each customer to select one of the business challenges to reduce the number of predefined programs of the browsable catalog which may be selected.

16. (original) The method of claim 1, wherein the browsable catalog of predefined programs has a plurality of program types, and further comprising the step of allowing each customer to select one of the program types to reduce the number of predefined programs of the browsable catalog which may be selected.

17. (original) The method of claim 1, wherein each predefined program has a plurality of program components, and further comprising the step of allowing each customer to select at least one of the program components to modify the predefined program.

18. (original) The method of claim 1, further comprising the step of enrolling participants in the modified program.

19. (original) The method of claim 1, further comprising the step of allowing the customer to define participant objectives to be associated with the modified program.

20. (original) The method of claim 1, wherein a predetermined event is defined, and further comprising the step of terminating the operation of the modified program in response to the predetermined event.

21. (original) The method of claim 20, further comprising the step of allowing each customer to renew the operation of the modified program.

22. (original) The method of claim 20, further comprising the steps of:
electronically providing to each customer access to a browsable catalog of previous modified programs of such customer stored in the storage device;
allowing each customer to select via a customer processor one of the previous modified programs or predefined programs stored in the storage device; and
allowing each customer to renew via the customer processor the operation of the selected program.

23. (original) The method of claim 22, further comprising the step of allowing each customer to modify the selected program.

24. (currently amended) A system for allowing multiple customers to each create an individual, modified motivation or recognition program via a customer processor, each said program having participants, each said program permitting the participants to access their program via a participant processer and to earn awards through their program on the basis of the participants' performance, each said program of a particular customer operating according to preferences selected by the particular customer, said system comprising:

a storage device; and

a program processor connected to the storage device, said storage device storing a program for controlling the program processor, said program processor operative with the program wherein the participant processor and the customer processor are remote from said program processor and remote from the storage device:

to electronically provide to each customer access to a browsable catalog of predefined programs stored in the storage device;

to allow each customer to electronically select one of the predefined programs stored in the storage device;

to allow each customer to modify at least one component of the selected predefined program;

to allow each customer to electronically store the modified program in the storage device for access by such customer;

to allow each customer to electronically create or review a proposal and/or invoice relating to the modified program;

to allow each customer to operate the modified program; and

to provide each customer's participants with access to the modified program stored in the storage device.

25-38. (canceled)

39. (currently amended) The ~~system~~ method of claim [[37]]1, wherein the ~~editing software~~ allowing each customer to electronically modify includes an award calculator for recommending an award value for one or more participants responsive to an input salary associated with the one or more participants.

40-51. (canceled)

52. (currently amended) The method~~system~~ of claim [[37]]1, ~~wherein the operating software notifies the customers~~ further comprising providing each customer

with a notification via the program processor when the modified program requires operational maintenance.

53. (currently amended) The methodsystem of claim [[37]]11, wherein the operating software allows the customer to specify specifies a promotion code, and wherein the operating software applies one or more terms associated with the promotion code are applied to a the purchase by the customer.

54. (currently amended) The methodsystem of claim 53, wherein the operating software automatically specifies the promotion code and applies the one or more terms is automatically applied to the purchase when the customer navigates from an affiliate web site.

55. (new) A method for allowing multiple customers to each create an individual, modified motivation or recognition program having participants, said programs of said multiple customers supplied by a program supplier, each said program permitting the participants to access their program via a participant processor and to earn awards through their program on the basis of the participants' performance, each said program of a particular customer operating according to preferences selected by the particular customer, said method comprising the steps of:

allowing a first customer via a first customer processor and allowing a second customer via a second customer processor to electronically access a browsable catalog of predefined programs stored in a storage device connected to a program processor, said storage device and said program processor responsive to the program supplier, said storage device and said program processor being remote from said customer processor and remote from said participant processor, wherein the first customer's access and program is independent of the second customer's access and program;

allowing the first customer and the second customer to each electronically select one of the predefined programs stored in the storage device via their customer processor, wherein the first customer's selection is independent of the second customer's selection;

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allowing the first customer and the second customer to each electronically modify via their customer processor at least one component of the selected predefined program, wherein the first customer's modification is independent of the second customer's modification;

allowing the first customer to electronically store the first modified program in the storage device for access by the first customer via the first customer processor;

allowing the second customer to electronically store the second modified program in the storage device for access by the second customer via the second customer processor;

allowing the first customer to operate the first modified program via the first customer processor;

allowing the second customer to operate the second modified program via the second customer processor, wherein the operation of the first modified program is independent of the second modified program; and

providing the first customer's participants with access via their participant processor to the first modified program stored in the storage device;

permitting the second customer's participants with access via their participant processor to the second modified program stored in the storage device, wherein access by the first customer's participants to the first modified program is independent of access by the second customer's participants to the second modified program.